

Case Study 01 — Pharmaceutical POS Display

Sector: Pharmaceutical / Healthcare marketing

Compliance note: this display was designed for retail pharmacy and point-of-sale environments — not for distribution to individual prescribing healthcare professionals. Recipient context should always be confirmed against the client's applicable regional compliance code (e.g. Turkey's Article 6/8, SFDA guidelines, or equivalent) before production.

Challenge

A regional pharmaceutical brand needed a compact point-of-sale display that could carry campaign visuals clearly, remain stable in-store and be practical for production and transport. The design also needed to account for material durability, cable/lighting integration and protection of finished surfaces during shipping.

Solution

- Engineered display structure using rigid board/MDF-based construction suitable for the required format.
- Integrated branded print, acrylic/plexi elements and lighting considerations into one production plan.
- Reviewed cable routing, assembly method and shipping protection before final production.
- Used prototype review to identify weight, scratch and handling risks before scale-up.

Delivery approach

1. Prototype and dimensional review
2. Material and finishing confirmation
3. Brand artwork / print proof approval
4. Structural and lighting check
5. Protective packing / crate planning
6. Production release after approval

Outcome

The project moved from visual concept to a production-ready POS solution with technical risks identified before mass execution. This type of workflow reduces surprises at installation and gives the client a clearer approval path.
